



Becoming a Veg City: action plan 2017-2020

In 2017, Brighton & Hove City Council made a [joint pledge](#) with Brighton & Hove Food Partnership to take a citywide approach to helping people to eat more veg. This commitment is part of the national *Peas Please* initiative launched by the Food Foundation. One of the strands that we committed to was to work towards becoming a pioneer Veg City. Since then, [Sustainable Food Cities](#) Network chose this as their focused campaign for members to deliver. This action plan will be monitored locally by BHFP and nationally by both the Food Foundation (under the [Peas Please](#) initiative) and by Sustainable Food Cities (as part of the [Veg Cities](#) initiative).

Area	Action	Milestone & timescales	Lead partners	Monitoring & evaluation
Strategic commitment	Embed Peas Please actions at the heart of the 5-year city-wide food strategy	Consultation takes place early 2018. Strategy launched November 2018.	BHFP and food strategy partners	Number of cities that can demonstrate they have taken a strategic approach to increasing veg consumption (monitored by Food Foundation)

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Planning	Develop a Supplementary Planning Document on food around 3 key areas: 1) food growing – guidance for developers to integrate food-growing effectively within plans and subsequent developments 2) Access to healthy food – exploring how the planning system can support good access to healthy food 3) Preventing obesogenic environments – guidance on shared open spaces for food growing, active lifestyles and biodiversity	SPD development and consultation phase in 2019. SPD adopted by 2020.	BHCC – Planning, Public Health, International & Sustainability; BHFP; Adur & Worthing District Council	Annual update on progress (monitored by Food Foundation) Number of developers engaged in consultation process and pilot phase of development Promotion of SPD once launched – local and national Number of planning applications utilizing /referring to advice in SPD
Retail	Carry out research with a national retailer (Lidl) to establish the barriers to people eating veg within the East Brighton catchment	Research conducted Spring/Summer 2018.	BHCC – Public Health / Environmental	Number of participants in research

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		<p>Report launched Autumn 2018.</p> <p>Programme of interventions developed for 2019</p>	Health; University of Brighton; Lidl	<p>Estimated reach of interventions</p> <p>Feedback from Lidl / customers</p>
Catering & Procurement	Engage Good Food Procurement Group (GFPG) to commit to Peas Please pledge to serve 2 portions (portion = 80g for adults, 50g for children) of veg per main meal at no extra cost;	<p>Making Veg the Star of the Plate workshop in Spring 2018</p> <p>60% of GFPG members sign up to Veg City pledge to serve 2 portions of veg per main meal by 2020</p>	BHFP; BHCC – Public Health, Environmental Health, Procurement, Commissioning Managers; GFPG	Number of food service outlets (GFPG members) serving 2 portions of veg included in cost of every main meal (monitored by Food Foundation)
	<p>Run paid-for cookery session(s) / training re making veg the star of the plate:</p> <p>1. Early Years</p>	3 paid-for cookery sessions run at the Community Kitchen Autumn 2018/ Spring & Summer 2019	BHFP; GFPG; BHCC – Env't Health / Public Health	<p>Number of chefs attending</p> <p>Number of veggie/vegan orders/sales per quarter (tbc)</p> <p>Feedback from internal staff/employee/student</p>

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	<p>2. Secondary schools / GFPG - innovative 'grab & go' veggie options</p> <p>3. Food outlets/caterers - making veg more appealing, particularly to children</p> <p>Engage with BHCC nurseries to engage in GFPG</p>			surveys conducted by GFPG members
	Challenge hot food stalls at the Take Part Festival of Sport on the Level to include a portion of veg within their offering and to make it appealing to kids	Take Part Festival 23 rd June 2018	BHCC – Environmental Health / Public Health	<p>Number of caterers including healthier options with veg</p> <p>Feedback from public / impact on sales</p>
Schools	<p>Explore opportunities for Peas Please messages and activity to compliment work currently going on in key schools for Sugar Smart.</p> <p>Focus on neighbourhoods where stats from annual Safe and Well at school survey show that fruit and veg consumption is lowest</p>	<p>Joint activity planned as part of Healthy Schools Programme</p> <p>'Veg Power' materials shared with 15 primary schools in 2019</p>	BHCC Public Health	<p>Number of schools taking part in Peas Please initiatives</p> <p>Figures from Safe & Well at School Survey re fruit & veg consumption show reduction in inequalities</p>

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	Carry out 3-week pilot to trial raw veg 'Power Pots' in schools as a follow up to recommendations made from food waste audit conducted in 2017 where veg were the most wasted foods	3-week trial July 2018 / report & recommendations out August 2018 Potential to roll out citywide in 2019 (only if successful) Share results nationally via SFC network and via caterers networks, including BHCC contracted caterer based in other locations in 2019	BHFP; Fairlight Primary School; BHCC – Primary School Meals; Autograph / Caterlink	Number of pots consumed Feedback at focus group and from paper survey in book bags Number of schools with Power Pots available % reduction in waste
	Deliver Fuel for Schools programme across Sussex to provide primary schools with regular donations of fresh produce to empower them to take ownership of their own diets	Fuel for Schools programme delivered during 2018	UK Harvest; Real Junk Food Project; Schools	Number of schools participating in Fuel for Schools Quantity of donated fresh produce to schools

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	Explore joint funding opportunities to enable schools to benefit from the Edible Playgrounds initiative	1 school to identify funding by end 2018 / project goes ahead and school grounds transformed during 2019	Trees for Cities; core schools identified; BHFP	Feedback from parents / children re initiative
Early Years	Upskilling nursery staff around veg recipes and preparation through the Healthy Choice Award.	Peas Please pledge incorporated into HCA standards in 2017	BHCC – Public Health / Environmental Health	Number of early years settings achieving a Healthy Choice Award (monitored by Food Foundation) Number of children attending settings (monitored by Food Foundation)
	Explore opportunities for engaging with parents, including cooking sessions and Active for Life 'Soup & Stomp' activity.	All Early Years settings sent campaign packs/posters Soup & Stomp activity takes place in 2 Children's Centres by 2019	BHFP; Children's Centre's, BHCC, Active for Life	Estimated reach of campaign packs (monitored by Food Foundation) Number of attendees at Soup & Stomp
	Continue running the campaign to increase the uptake of Healthy Start Vouchers so that all parents (on low income or receiving benefits)	Campaign to run throughout the summer each year	Childrens Centres; BHCC; BHFP	Percentage of eligible beneficiaries of Healthy Start Vouchers are registered

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	with young children are able to buy fresh produce			(monitored by Food Foundation)
Community Engagement	Engage the public via blogs, PR and social media activity to see how local reach can be used to amplify the national Peas Please campaign	Programme of activity starting from Oct 2017 with activity push in June, October and January each year	BHFP; Food Foundation	Number of people estimated to have reached (monitored by Food Foundation)
	Deliver 'veg-centred' cookery classes at the Community Kitchen	Programme of classes starts in June 2018	BHFP	Number of participants
	Promote local food distributors, veg box schemes, producers and retailers stocking local veg to ensure everyone is aware of the local veg on offer in the city	New local food web pages created in 2017 Series of local food blogs and social media activity developed in 2018 Local Suppliers Directory updated in 2018	BHFP; HISBE; Sussex Peasant; Fin & Farm; Barcombe nurseries, Ashurst Organics; Infinity Foods etc	Estimated reach (monitored by Food Foundation) Number of blogs Number of orgs requesting / downloading Local Suppliers Directory

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Improve access to veg, particularly for those in need	Work with Fareshare and Brighton Housing Trust to increase the amount of (fruit) and vegetables being served in settings working with street homeless people	Project underway in 2018	Fareshare, BHT, BHFP	Number of projects showing increase in veg served
	Install a 'Community Fridge' within venues in two areas of the city to ensure everyone in those neighbourhoods has access to free donated food, including vegetables	Community Fridges installed in summer 2018	Phoenix Community Centre; Whitehawk Inn; Fareshare; UK Harvest; Infinity Foods; BHFP	Number of fridges installed Feedback from venues hosting the fridges re proportion of fresh veg being donated/available in the fridge
Advertising	Engage with local media buyers to secure free advertising space to display the Veg Power ad.	National press release goes out re advertising July 2018.	BHFP; BHCC; media partners. Healthy	Number of spaces showing Veg Power ad

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	Link in with national work around junk food advertising	Veg Power ads seen throughout 2018/19	Weight Programme Board	